

## **2018 Open Enrollment/Employee Engagement Efforts:**

### **Tagline for 2018 Open Enrollment:**

Take action to make sure you are enrolled in the benefit plans that provide the best value for you and your family.

### *Call to Action Items:*

- Provide/validate contact information
- Use MyBenefitsMentor tool to estimate FY2019 health care expenses and best value health plan
- Review/make changes in eBenefits and complete Spousal Coordination of Benefits Form

### **New for 2018:**

- eBenefits enrollment platform & Spousal Coordination of Benefits Form
  - Enhancements to improve user experience and navigation
  - Pop-up and required validation of personal data - preferred email and telephone number log in
- Targeted email communications to employees based on health plan enrollment
  - Important plan design updates and navigation
  - Reminders regarding Open Enrollment and Spousal Coordination of Benefits compliance
  - Information on health management programs (diabetes prevention, Carelink)
- MyBenefitsMentor Consumer Decision Tool – changes to at home mailing
  - Streamlined at home mailing with focus on current health plan enrollment and potential premium savings to choose other health plans – steerage to online tool to customize future health plan utilization and results
- Education Sessions for Non-Medicare Pensioners
  - Provide education on site of care steerage options and COE effective 7/1/2018
  - Diabetes Prevention Program; Carelink; True Performance; PCP selection
- Health Plan Supplemental ID Cards
  - Additional Cards with Tiered Copay & Other SBO Specific Info to accompany standard Highmark and Aetna ID cards to all enrolled members
- Executive Branch & District dashboard metrics containing screening, physical exam, generic medication rates; network provider, freestanding lab & imaging and urgent care/ER utilization; and consumerism & OE engagement rates
- Hospital quality and safety information page on SBO Consumerism website

### **December 2017**

- “Help us help you” Communications Initiative – 12/1 – 1/12  
Employee Engagement Goals:
  - Review & update personal contact information
  - Consent to receive IRS 1095 C online
  - Consent to receive benefits Open Enrollment materials & required notices online

### Statistics:

36,575 benefit eligible employees

Consent to receive materials online:

12/1 8,341 – 22.8% engagement

1/8 8,562 – 23.4% engagement (+221)

- SBO presentations on health care cost and employee engagement challenges
  - HR Roundtable – 12/7
  - School Superintendents – 12/7
  - School Business Managers – 12/1
  - Delaware School Personnel Administrators – 12/14
  - School HR Liaisons – 12/7
- 12/11 - SEBC Approvals Effective 7/1/18
  - Tiered Copays for lab and basic imaging; modified hi-tech imaging copays in Aetna HMO & Highmark Comp PPO plans
  - Centers of Excellence for Orthopedic & Spine procedures - \$500 copay for services received at a non COE
  - Spousal Coordination of Benefits Policy clarifications

### January 2018

- Outreach and meetings with each of the 19 school districts with goals of:
  - Providing a brief overview of the SBO 2018 OE communication strategy;
  - Reviewing district specific 2017 OE engagement, health plan utilization, preventive screening and physical exam rates;
  - Discuss approaches for district specific employees without access to email to receive important benefits communications;
  - Use all of the above information including previous and ongoing feedback to develop initiatives and campaigns to raise awareness and educate employees about State employee health benefits and annual Open Enrollment.

Requested each district appoint primary point of contact by 1/12/18. To date, responses have been received from 10 districts. Awaiting responses from: Capital, CR, Red Clay, Christina, Appoquinimink, Sussex Technical, Lake Forest, Laurel, Delmar
- Outreach to DSEA, DSTA, COAD, AFSCME with goals of:
  - Providing a brief overview of the SBO 2018 OE communication strategy;
  - Asking for support in hosting locations and inviting union members to participate in Employee Education Sessions similar to those offered Statewide
  - Discussing approaches and opportunities for collaboration on initiatives and campaigns to raise awareness and education about State employee health benefits and annual Open Enrollment.
  - Providing overview of pilot opportunity for Highmark members for onsite annual physicals and blood work being considered for DOT, DOL & DHSS.
- SBO and DTI attendance at School District ISO/IT meeting to learn more about how District IT support HR in providing computers, labs, general support to employees in advance of and during OE – feedback from this meeting will be incorporated into discussions with school districts
- Re-launch of Consumerism Course to new hires through Delaware Learning Center; discussion with Districts on how to promote to new District employees